

navigating.* CORONAVIRUS

Update:
Thursday, July 9, 2020

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Communicating in
Crisis

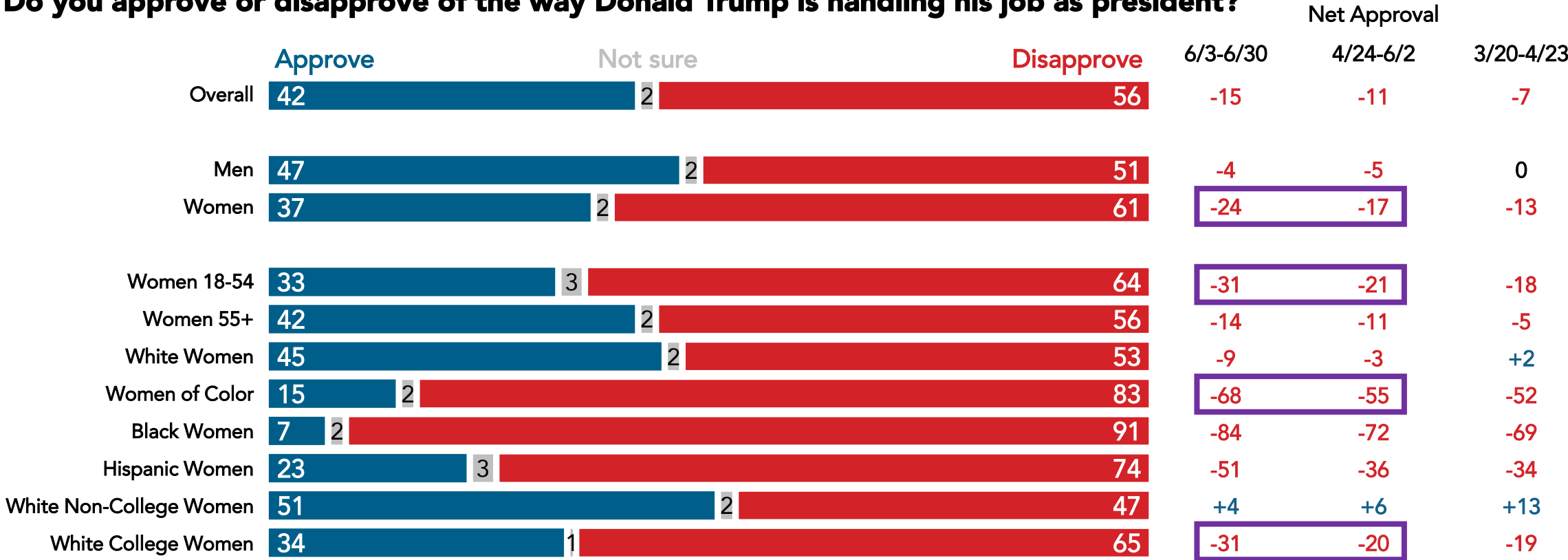


Women Are Driving Trump Approval Decline Amid Protests

Over the course of our tracking, Trump’s overall job approval has declined substantially. Following recent protests, approval declines were mostly driven by women, particularly younger women and women of color.

- In the wake of these protests, Trump’s net approval has significantly declined among women overall (down 7 points), women ages 18-54 (-10), white college women (-11), and women of color (-13).

Do you approve or disapprove of the way Donald Trump is handling his job as president?



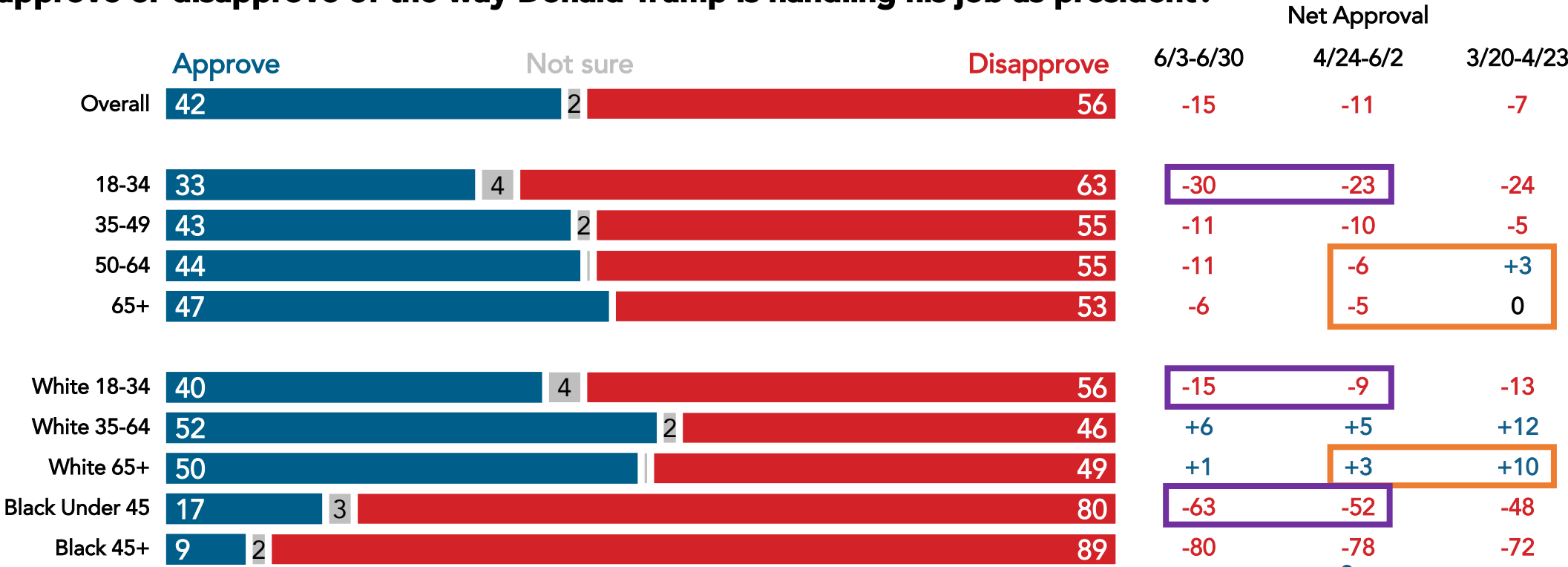
Based on nationwide surveys of a total of 22,200 registered voters, conducted March 20-June 30. For more info, visit navigatorresearch.org



Trump Approval Fell During Early Pandemic Response Among Older Americans & During Protests Among Younger Americans

Among older Americans (50 and older), Trump’s approval dropped most during **the pandemic’s first peak**. Among younger Americans, Trump dropped most **post-protest**.

Do you approve or disapprove of the way Donald Trump is handling his job as president?



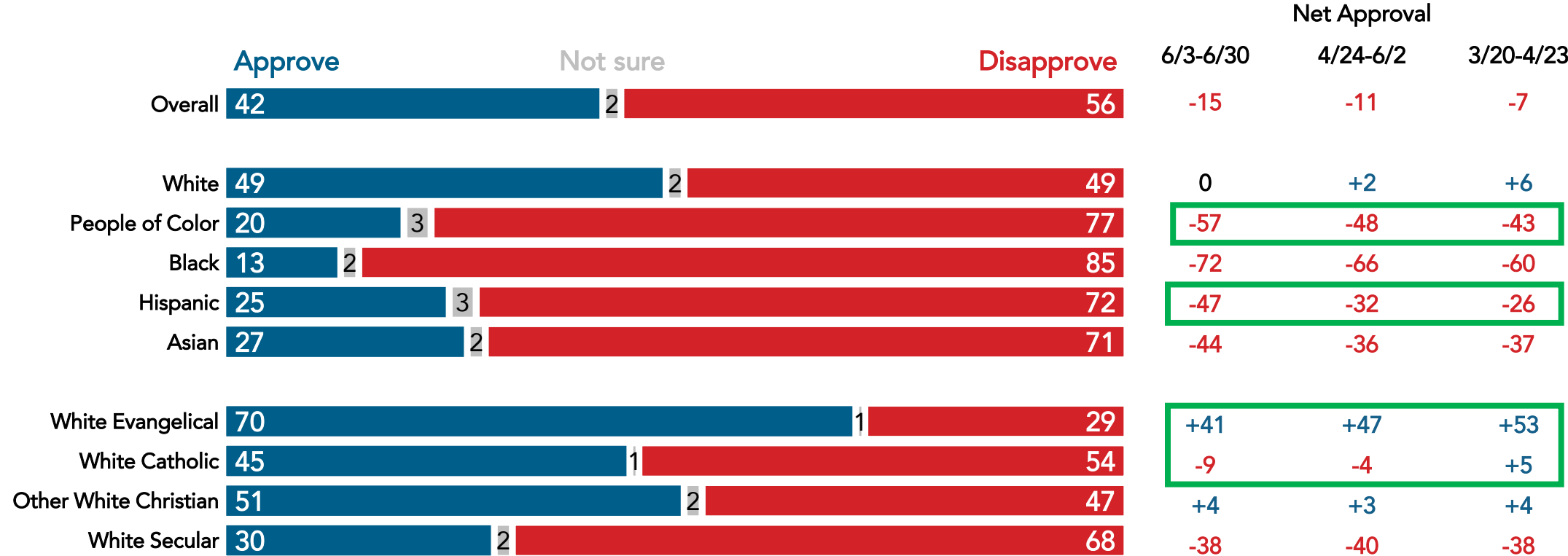
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Movement Against Trump Significant Among People of Color, White Catholics, and White Evangelicals

Amidst Trump’s job approval decline, people of color, Hispanics, white evangelicals, and white Catholics have shown especially significant declines – both between our first two waves and following the beginning of protests in June.

Do you approve or disapprove of the way Donald Trump is handling his job as president?



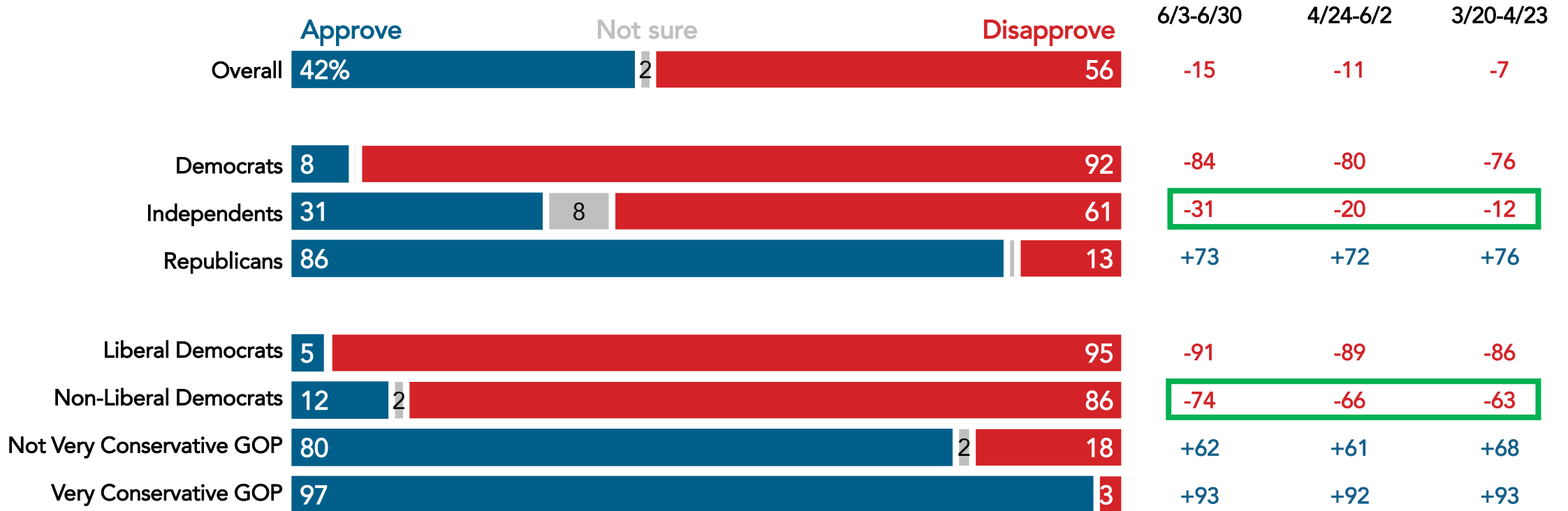
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Independents, Non-Liberal Democrats Biggest Movers Against Trump

Though ratings among strong partisans have held relatively consistent in our tracking, among independents and non-liberal Democrats, there has been a double-digit decline in net approval of Trump’s handling of his job as president since the beginning of our tracking in March.

Do you approve or disapprove of the way Donald Trump is handling his job as president?

Net Approval



Based on nationwide surveys of a total of 22,200 registered voters, conducted March 20-June 30. For more info, visit navigatorresearch.org

Republicans are Relatively Divided on Issues Relating to Protests and Coronavirus

Though nearly nine in ten Democrats are pro-mask, cautious on reopening, support recent protests, and are favorable to the Black Lives Matter movement, Republicans are divided in their opinions on each of these issues.

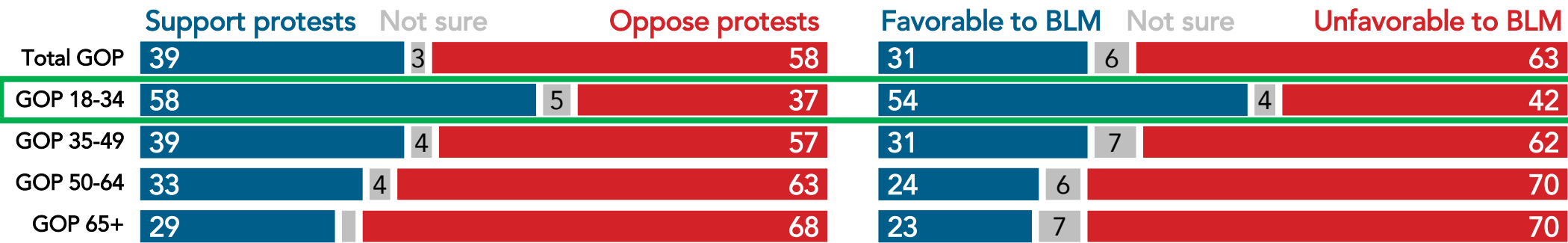
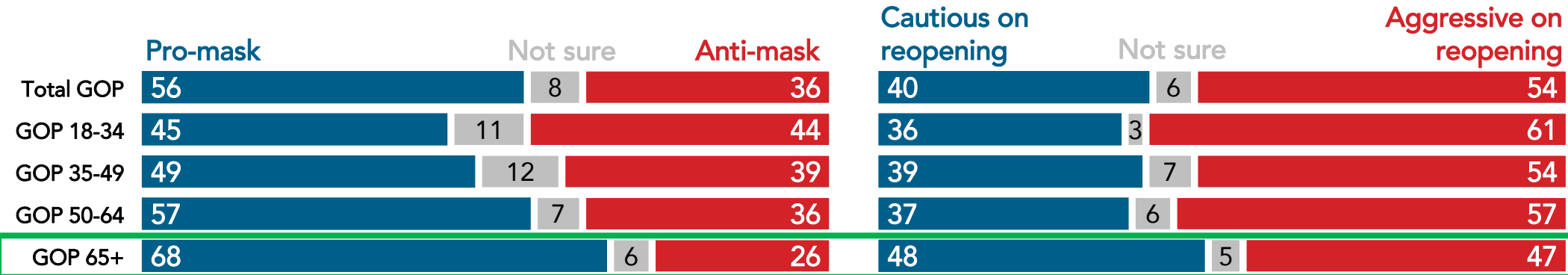


Based on nationwide surveys of a total of 5,023 registered voters; June 3-30, 2020. For more info, visit navigatorresearch.org

Generational Divide Within GOP: Older More COVID-Sensitive, Younger More Protest-Sensitive

Divergences emerge within the Republican party by age on issues relating to protests and coronavirus.

- On metrics related to the pandemic, Republicans over 50 are more likely to be more pro-mask and cautious on reopening. On those related to protests, a majority of Republicans ages 18-34 support the protests that have followed the death of George Floyd and are favorable to the Black Lives Matter movement.

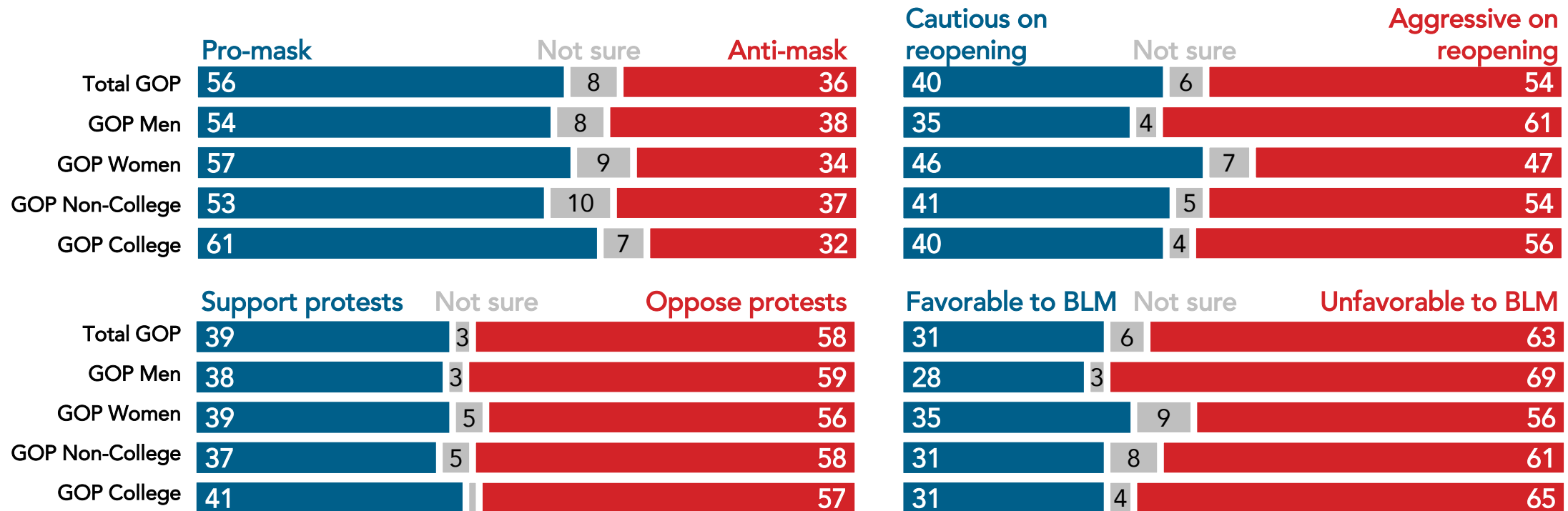


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Gender and Educational Divides Less Important for GOP Views on Protests and Pandemic

Gender and education are not as strong of dividing lines as age among Republicans on issues relating to coronavirus and recent protests – though some variation emerges.

- Republican women are more personally cautious on reopening than men, though they are roughly as likely to be pro-mask as Republican men.



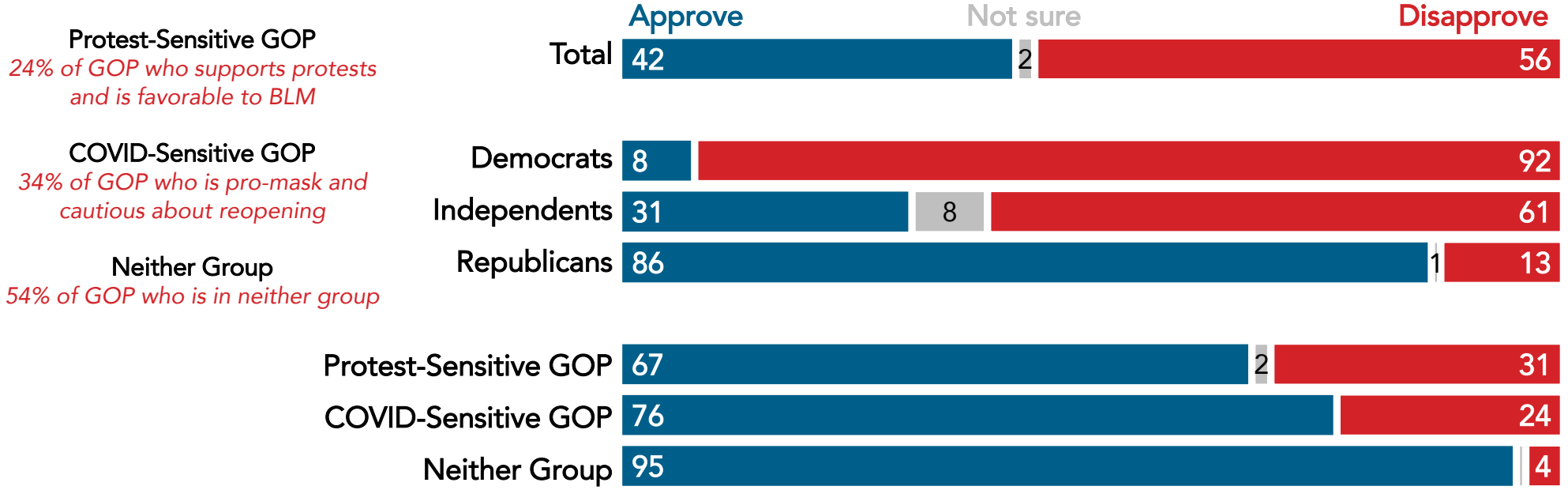
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Protest-Sensitive and COVID-Sensitive Republicans More Likely to Disapprove of Trump

Though more than nine in ten Republicans who are not pro-protest/BLM or pro-mask/cautious approve of the job Trump is doing as president, fewer Republicans who are either pro-protest/BLM or pro-mask/cautious approve.

- Though still a majority, among protest-sensitive Republicans, only two in three approve of the job Trump is doing as president, while three in four COVID-sensitive Republicans approve.

Do you approve or disapprove of the way Donald Trump is handling his job as president?



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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Andrea Purse, progressive strategist; Arkadi Gerney, The Hub Project; Joel Payne, The Hub Project; Christina Reynolds, EMILY's List; Delvone Michael, Working Families; Felicia Wong, Roosevelt Institute; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted public opinion surveys among a sample of 8,732 registered voters conducted March 20-April 23; 8,445 registered voters conducted April 23-June 2; and 5,023 registered voters conducted June 3-June 30, 2020. The survey was conducted online, recruiting respondents from multiple opt-in online panel vendors. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

For Press inquiries contact:

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To learn more about Navigator:

<http://navigatorresearch.org>

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